

ABSTRACT OF THE DISCLOSURE

A method and apparatus for providing communications between a broadcast station and a plurality of viewing stations operated by viewers that allows the viewers to customize the broadcast transmissions to remove or replace particular phrases or scenes. The broadcast station also identifies broadcast transmissions of interest to a viewer by comparing the broadcast transmission characteristics to the viewer's broadcast request. The broadcast station also receives a plurality of electronic transmissions and identifies the recipients and transmitters of the electronic transmissions to facilitate providing incentives to persons for forwarding the transmissions. The viewing station includes command software that includes a watch mode in which information that is manually provided by a user and transmitted to a web page, is stored for use with voice commands. The voice commands and stored information is used by the command software to supply web pages with appropriate data. The broadcast station also provides a virtual space to the viewers operating the viewing station.